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July 11, 2011

TO: Each Health Deputy

FROM: Jonathan Fielding, M.D., M.P.H.
Director and Health Officer

SUBJECT: **COMMUNITY TRANSFORMATION GRANTS**

This is to provide an update on the Department of Public Health's (DPH) Community Transformation Grant application. The application is due to the Centers for Disease Control and Prevention (CDC) on July 15, 2011; however, it will be submitted electronically no later than July 14, 2011, as recommended by the CDC.

The proposal includes interventions that address all five strategic directions outlined in the grant announcement: 1) tobacco-free living, 2) active living and healthy eating, 3) high impact evidence-based clinical and other preventive services, 4) social and emotional wellness, and 5) healthy and safe physical environments (see Attachment 1).

DPH is requesting \$10 million for the first year of the project, the top end of the range listed in the grant announcement (\$500,000 to \$10 million). However, it is unlikely any jurisdiction will receive this level of funding given the number of awards that will be made (up to 75) and the total amount of funding available nationally (\$102 million). A budget summary and list of proposed contracts and departmental service orders is attached. Given the wide range of potential funding, this list is preliminary, with no guarantee of funding for any of the proposed partners. DPH has also reserved funding to be re-granted through at least two competitive solicitations to increase local opportunities for participation.

If you have any questions or would like additional information, please let me know.

JEF:ps

Attachments

- c. Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

**LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
COMMUNITY TRANSFORMATION GRANT**

CONTRACTS & DEPARTMENTAL SERVICE ORDERS	
Healthy Eating Active Living RFP (8 CBOs/Cities TBD)	\$1,000,000
TA for Healthy Eating Active Living	\$200,000
Tobacco Control RFPs (5 CBOs TBD)	\$500,000
LAUSD Physical Education Train the Teacher	\$125,000
LAUSD (Tobacco Control)	\$100,000
Safe Routes to School National Partnership	\$125,000
City of Los Angeles - Dept of Planning	\$250,000
CA Food Policy Advocates - School Nutrition	\$125,000
CA Center for Public Health Advocacy (Community Nutrition)	\$150,000
Breastfeeding Task Force of Greater Los Angeles	\$100,000
American Diabetes Association	\$300,000
NICHQ Collaborative	\$100,000
Long Beach Health Department	\$130,000
Pasadena Health Department	\$100,000
UCLA (Technical Assistance)	\$300,000
Samuels and Associates (Evaluation)	\$100,000
City of Los Angeles - CityAttorney's Office (Tobacco Control)	\$175,000
LACOE (Tobacco Control)	\$150,000
The Center for Tobacco Policy and Organizing	\$75,000
Technical Assistance Legal Center (Tobacco Control)	\$75,000
Rogers, Ruder & Finn (Media)	\$250,000
Smoking Cessation Leadership Center	\$75,000
Tobacco Minigrants	\$125,000
CEO (Parks After Dark)	\$250,000
LAC DHS (Clinical/Tobacco)	\$300,000
Total Contracts and DSOs	\$5,180,000
PERSONNEL	
County Personnel (Admin. Program Support, Eval.)	\$1,411,825
Temporary Personnel (Admin. Program Support, Eval.)	\$2,597,993
Total Personnel	\$4,009,818
OPERATING EXPENSES	
Operating Expenses (Travel, Mileage, Rent, Media, Printing , etc.)	\$582,558
Total Operating	\$582,558
Direct Costs	\$9,772,376
Indirect Costs	\$227,624
TOTAL GRANT	\$10,000,000



Public Prevention Health Fund: Community Transformation Grants
Los Angeles County Department of Public Health's Proposed Strategies

The Los Angeles County Department of Public Health (DPH) is preparing an application for the Centers for Disease Control and Prevention (CDC) Funding Opportunity Announcement (FOA): *Public Prevention Health Fund: Community Transformation Grants*.

This funding opportunity offers an unprecedented opportunity for DPH to continue its successful efforts already underway in the areas of chronic disease prevention and control. Through the RENEW and TRUST projects, funded by the CDC's *Communities Putting Prevention to Work* (CPPW) initiative, DPH has worked with numerous community partners to develop innovative strategies aimed at enhancing tobacco control, reducing exposure to secondhand smoke, improving nutrition and increasing physical activity. Additional funding through the *Community Transformation Grants (CTG)* would help Los Angeles County continue this broad and innovative comprehensive prevention strategy in our diverse communities.

The five CTG strategic directions outlined in the FOA include tobacco-free living; healthy eating and active living; clinical and other preventive services; social and emotional wellness; and healthy and safe environments. The following is a summary of the proposed strategic areas that DPH plans to address in its application. These strategic areas are aligned with the evidence-based recommendations from Healthy People 2020 and the *National Prevention Strategy* recently released by the Office of the U.S. Surgeon General.

Tobacco-free living and reduced exposure to second-hand smoke

- Support cities in Los Angeles County in adopting policies to reduce exposure to secondhand smoke and reduce youth access to tobacco products
- Work with public and private institutions to establish systems to reduce exposure to secondhand smoke and to increase access to tobacco cessation services
- Partner with community-based organizations serving high-risk populations to develop strategies to reduce exposure to secondhand smoke and expand access to tobacco cessation services
- Develop a broad-based social marketing and public education campaign to increase access and utilization of effective tobacco cessation services among vulnerable populations
- Establish systems, procedures and protocols within public health, health services, and mental health to promote evidence-based clinical and preventive services



Active living and healthy eating

- Promote evidence-based strategies that increase physical activity in public schools with childhood obesity rates above the county average
- Develop and adopt Safe Routes to School plans to promote physical activity among school children and parents
- Work with hospitals, private employers and other institutions to implement policies that increase rates of breastfeeding
- Adopt nutrition policies that increase access to healthy food and beverage options in cities, government agencies, private employers and among low-income populations
- Implement policies to improve the nutritional quality of school meals in school districts with childhood obesity rates above the county average

High impact evidence-based clinical and other preventive services

- Establish and expand a practice-based learning network of prominent health care providers in Los Angeles County to address prevention programming such as pre-diabetes and diabetes care management, as well as preventable health behaviors that contribute to chronic disease (e.g. smoking, problem drinking, access to immunizations and blood pressure/cholesterol control services, depression, overweight, obesity, etc.)
- Reduce barriers to accessing these clinical preventive services, especially among populations at the highest risk for chronic diseases, specifically supporting initiatives or health care systems in Los Angeles County, including the safety net health care delivery system
- Enhance the dissemination of effective models of care and linkages between community-based and clinical preventive services

Social and emotional wellness

- Develop and implement a countywide system to recruit youth from disadvantaged communities to develop leadership skills, participate in policy campaigns and establish youth advocacy networks
- Promote early identification of mental health needs and access to quality services
- Identify alcohol and other drug abuse disorders early, provide brief intervention and refer to treatment

Healthy and safe physical environments

- Adopt or implement land use policies in low-income cities to promote active living, community safety and/or a health-in-all policies approach
- Promote and strengthen wellness initiatives and programming in the business community